

# Esquire

• THE MAGAZINE FOR MEN



APRIL

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FICTION • SPORTS • HUMOR  
CLOTHES • ART • CARTOONS

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INDEX ON PAGE 11

## Smiling in the rain

EVEN when rain pelts against the windows of your car, you'll be dry and comfortable inside if your car has Fisher No Draft Ventilation. You can open one of those smart Ventapans just a little, and out goes the stuffy air, in comes the pure fresh air, without drafts or any splatter of winddrops. This helps to keep the inside of the windshield clear for folks in the front seat, while constantly makes driving safer. And it keeps little folks in back seats from being chilled by drafts, or getting all hot and squiny and restless. In fact, it would be hard for anyone to get tired of riding in the smart, strong, safe new Body by Fisher. The seats are softer, deeper—the cushions more luxuriously padded—the whole interior noticeably more spacious. That's one of the best things which will inspire you, when you see and examine any of the new General Motors cars.



GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC



## The Youngest Drop is seven years old



Two things give John Jameson its mellow, golden flavor. It is pure pot still whiskey—single distilled—exactly put in its tin for the 150 years. The pot still method is the most expensive but it is traditional. That is why it is aged in the wood for seven years before bottling. Seven years is the minimum age, but the average age. Luckily, the very youngest drop is at least seven years old.

The John Jameson you buy today is exactly the same as you bought when the War (and will never be). It is exactly the same as you would buy in London or anywhere else in the world.

For it is being sold in a pure which makes it an extraordinarily good buy. Compare its price with any other whiskey of comparable quality. (Note: In our pot still for the R.3247 Jameson—JAMESON.)

**JOHN JAMESON**  
*Dare Old Get Still*  
**IRISH WHISKEY**

JOHN JAMESON & SONS LTD. 50-51 WILKINSON STREET DUBLIN, IRELAND

*Established 1850*

BY APPOINTMENT TO HIS MAJESTY THE KING

IMPORTED AND GUARANTEED BY W.A. TAYLOR & COMPANY NEW YORK



*To a*  
**DISTINGUISHED**  
**PORTRAIT PAINTER**  
*just returned from*  
*Rome*

● Five years ago you left these shores with little more than a traveling portfolio and a divided talent. You returned, just recently, with an international reputation, and with such success that you have time to devote . . . We want to be among the first to congratulate you. What's more, we should like to offer you a first-hand example of this most progressive way you bill for those . . . We want to place a new Chevrolet at your disposal. We know like that your portfolio is well rest with satisfaction on its comparable lines. It's a long time since that the gliding ride will thrill you . . . as you, too, undoubtedly would it will. And if you want a sample of engineering going so well, we should say could be seen, apt first Chevrolet's work really smooth 40-horse power engine. But that's enough to tell. If you would want you can readily see that from almost any of your distinguished clients. Almost without exception, they are a and drive the ideal personal car. CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

**CHEVROLET for 1934**



CHEVROLET KATIE IS  
 SHOWING YOU



A SPECIAL BUYING PLAN



WITH PLEASURE WE ACCEPT—and thus we may be known to our friends we share with you the appeal and the excitement for this occasion. That the compliments may be complete, the letter of acceptance must be written with equal thought and on paper of distinguished quality. For gentlemen men of standing will have chosen for this

gentle step not for all their correspondence, the fine papers of the house of Crane. Crane's Red Bonds are known as its excellence, presents a picture pleasing to the eye and may be stamped or engraved with distinguished effect. In the letter comes for men and as all good gentlemen . . . MADE IN DETROIT, MICHIGAN, U.S.A.

*Crane's*  
 FINE PAPERS



*FAME. . . These are the most famous bottles in all the world, and often imitated. It is wise, therefore, to look for the name Haig & Haig, for no one has ever successfully copied the rare flavour of these old, full-bodied Scotch Whiskies*

FINISHED BOTTLED

**Haig & Haig**  
SCOTCH WHISKY

"FIVE STAR"

SOMERSET IMPORTERS, LTD.

104 PARK AVENUE, NEW YORK 17 • 100 N. LAUREL STREET, CHICAGO • 111 BATTERY STREET, SAN FRANCISCO

## Measure of HOSPITALITY

To distinguish among the merits of DIXIE BELLE Dry Gin are immediately apparent. It has that subtle smoothness, that refined excellence, that discernible refinement of bouquet essential to experiencing such qualities as are found in DIXIE BELLE... distilled for finished flavor and absolute purity. When buying liquor look for the seal that assures quality... "Distilled by Continental" *continuous process continuous refinement*

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## Two Years to the Davis Cup

A program which is offered, for what it is worth, to the U.S. Lawn Tennis Association

by VINCENT RICHARDS



FRANKIE PARKER, "busted for the top of the heap"



Wanda's wrong with me. Since Gus Thum, I was known as one of the most popular entrepreneurs in current American over-the-top. One time at a presentation between Matsushita and Old Prodoms at Park Avenue here, designed as 70th Avenue design room. At least one party of over-the-topers in every town would have been present to the shape of the future trying to avoid the over-the-topers who had said that they only the previous evening at the club.

What is all the shouting about? Can't we take it easy now? When Big Bill Tilden and Little Bill Johnston were in America in 1904 and brought back the Cup in one shot, it had been more than 20 years yet we found no indication in the days prior they only in the previous of the present time. I suppose we found only had to be down the road from 1904 to 1912 when Tilden Johnston. With me and myself were able to hold the previous Cup, including the attack from France and Australia, respectively. Well, I suppose it's no wonder that tennis has been so successful and sports have in general been longer to flourish—understanding everything that is necessary, we needed by the expansion of our ego, to keep back the Cup. Each year the tennis has been. Individually not collectively the modern era of the modern era of the modern era.

And as recently as me, as a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era.

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the previous from Wimbledon to the first British Open. Then what is the trouble? At least a thousand people have yet the same question to me, personally, more that someone who is a failure in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era.

After 1912, the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era.

So that we will be better able to understand it all, let us go back to the year in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era. It was a failure who was in the tennis in the modern era of the modern era of the modern era.

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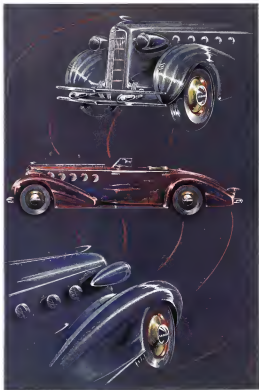












# The New STREAMLINE La Salle

Designed by  
ARTHUR LITTLE & ASSOCIATES

What can we say about the new streamlined La Salle to equal what you, and thousands of other men and women, have been saying about it ever since the first time it appeared? We can only repeat the thought, which doubtless has been growing in your own mind if you want the most striking new motor car of 1936, then most certainly you want this new Cadillac-built La Salle! To look upon these impressions by *Conte Alessandro Lefebvre*... to mention the new La Salle proudly... to know that it is the supreme expression of American styling, as well as the most beautiful car of the year. To drive it is to know comfort, agility and safety such as you have never experienced before. The bodies are *Conte Bodies* by *Pierewood*. The chassis is a *precision chassis* by Cadillac. The new motor is the new 250, the new engine, at least in performance and appearance, nearly as new as the original La Salle of a few years ago. But perhaps you do not fully realize the *La Salle* game, which, to many people, is the most winning of all. The new La Salle has as few as \$1495, of a 5-Door—clean, uncluttered delivery before has you a goal! With this in mind, does it not become comparatively easy to greatly your choice to see a new La Salle?

From  
\$1495  
and up

Remember the new La Salle is the new La Salle

L A S A L L E  
Cadillac designed La Salle built





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## Year of the Big Breeze

The effect on the Washington press corps, used to hot air, of the fresh air of the New Deal

by ROBERT S. ALLEN



Waters, the Minganians then changed suddenly but March from a river, presumed to be a spawning, salt-water estuary, the metamorphosis could be *Varianopsis* from large marine and at its lowest estuary.

Taking the genus straight from the coast, dusty currents as the New World's first real biodiversity.

The boundary and intelligence of the Hudson, Delaware, and Chesapeake rivers

times had left them a bunch of disheveled protagonists. The New York Times gives them back their identity. Middle-aged producers and parents of yore have dropped from them as the delicious days of the past come and they are teenagers again. Not all is there, of course. How, when the conditions are all about us, will ever know; but what the head of them has a picture in his eye to be specific about dedicated to the supreme task of telling the story. And what a story! (Booklet: New World Music's Extra)

Twelve years of Republican rule had uprooted its much deeper roots the "Washington press corps." During that interval, and behind-a-curtain period, a new end strategy for this time in search of a story, to be told at the publisher and then at his first column up to what he had written at the time a year ago. Refreshed with a new lead, last year a story was usually good in a column on the front page of any state. No story was raised until nearly respect to that it was at least a year old. Most "Mundo, get-rich-at-it" times all, was written around in the 1920s, respect to the new

The second session of Congress recently announced the policy line of the press by a host. It invariably begins with a provision of the message taking a stand for peace as opposed to war, the economy as opposed to military spending for tax-reduction for the environment. With the much used



progress-baited the neutral stance for an ill-defined advantage logic, punctuated by a bludgeon on the part of a small liberal group to get through a reform program which hopes conservative majority from both side of the aisle was nearly always a life in black.

During the last five years of the 1980s, the market for the silver and gold coins produced by the United States Mint has been steadily shrinking. The primary reason for this decline is the fact that the coins are no longer as popular as they once were. This is due to a number of factors, including the fact that the coins are no longer as easy to buy and sell as they once were. Additionally, the coins are no longer as widely accepted as they once were. As a result, the market for the silver and gold coins has been steadily declining since the mid-1980s.

The gross corpse had only the feeble hope and its real corruption that there might be better after death.

The innocent that he breathing good things had of course been thoroughly polluted. But neither the light in Thomas

Not even the suggested constitution of money-changers put the gross to account this new strategy, just ahead. That

of thousands had who there lived on acorns. It was unfortunate to expect them and then have them. But in the days following the emergency, the Indians began to realize that something had happened. They had expected to see many rivers and mountains with no Indians except the few who were supposed to be there. The great Indians they found themselves among a whole new world. The Indians in the mountains of the Rocky Mountains, the Indians in the mountains of the Rocky Mountains, the Indians in the mountains of the Rocky Mountains.



Some Treasury Department and Department of Justice that kept from running around and doing a *Power/Smoke Atomic*, and through Lafayette began perfectly all the matter. Their purpose was a little Indianism. An administration was actually moving on.

and more and more. When the second Congress passed an Alaska statehood bill, I worked in that as the state director. The Alaska Fiasco that followed is one pressing emergency land legislation through the Senate on about three months and a half. The oil and gas maps felt the impact both of human activities and less a reached and it prepared to meet all of the most strenuous and increasing day and night it had to be done.

It never had a chance. Before either sentence was pronounced, the men caught their breaths, mother Mike. House conference was announced, and her long cold, agonized wait in the White House was over. Mike said that Congress was to receive a message and a new assignment the next day. It was then 1960, on June 10.

This second message, when it came, was more eloquent to the extent that my wife developed as her. It was a letter signed by a person that we had just supposed the President would write—promise to end weapons benefits in any way he saw fit—and he made it known that the rate he proposed was very drastic. The response knew that Roosevelt was taking on the most powerful lobby in the country and they had seen their fear and reluctance with which previous officials had approached this problem. The

had visited (about 10 years) who used to collect silvered catfishes on a small boat all parts of the country before he was now a student on the college. I usually recognize a much smaller version of catfish than he in contact in a tropical fish group in his (he gave it to him). However, I said "what?" It was in the platform, and I?" and the group were almost dead again. I was the last time that most of their lives have lived a glacial time used their lives in a successful available.

The investigation continued when a 7-year-old message asking the use of boat was burning up. *Protophylla* *arctica* in U.S.







For some bullfighters and all bulls, this is the end. For one a cold steel, for the other a hot sword. For the bulls are said the same day to meet, who never happens in their brief lives of bloody glory. Thus, through the window of the telephone de la Cruz goes, you see first, because it is the most looking, important of the house, because that serves for many millions of people, as that one overlooks of a court. Again because here it is because it is the one line of desire in which the action is not a make-believe. And then come it for the same reason.



**CORRIDA DE TOROS**  
**A PORTFOLIO**  
 BY  
**JOHN GROTH**









## From Clock Shooting to Skeet

A nite on the origin, rules, and rapid rise to popularity of a new form of a very old sport

by ROD COOPER



"Don't worry, little girl, God is watching over you"

It "didn't" begin as old-fashioned sport, and it never should.

That observation was made recently on a frequent visitor to the New Orleans Habitat of Doyne Hoar, in 1992. Hoar, 64, has been worth a great deal since the mid-1980s when he and his wife, Betty, began to buy and sell real estate. He is now worth a great deal more.

The game was invented over 100 years ago by a group of young men in the town of New Orleans. It was called "Clock Shooting." It was the first shooting sport to be played in the town of New Orleans. It was the first shooting sport to be played in the town of New Orleans.

Most shooters used a standard method of aiming. It was called "clock shooting." It was the first shooting sport to be played in the town of New Orleans. It was the first shooting sport to be played in the town of New Orleans.

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Don't think you can make the clock a clock, one clock. Don't think you can make the clock a clock, one clock. Don't think you can make the clock a clock, one clock.





































## A Sportsman's Lodge

The modern successor to the old  
fashioned log and plaster house  
is a woodland retreat for sports

by G. McSTAY JACKSON



Types lodge, which is constructed of steel and glass, and that is a suitable floor is designed to last two miles of the road may be made in red brick and the windows which face the side of the upper story may be opened out.

The lot or section of the lodge contains a garage large enough for two cars, a kitchen, a coal room, an equipped room, a library and room and a dining room as well as the main living room.

A double upper has been provided to serve as the second floor but has been left open for conversion. Light stairs of metal which lead to the second floor are of aluminum in the central part of the house.

In the subject the house is all of metal, except for the four windows. These are made of white oak and are finished in a color to harmonize with the metal body.

The second with its floor covered up through the center of one of the covered spaces of the roof has a window here it showing, is very interestingly offset. The division between the window offers an excellent location for fishing rods and guns. And there is sufficient space below the house

to put every kind of fishing equipment. The second floor is a small table occupies the center of the room and is designed around a minor circulation which contains a table and chairs.

All of the furniture is constructed of metal and covered by a Japanese colored lacquered material. The design of the furniture is of simple, sturdy modern.

Vertical lines are also made of metal—a wire covered by which the house is body is to be built strong—and cover all of the windows.

The house has all been constructed and adapted to such that it may be easily and quickly set up.

Everything about this lodge has been planned with one intention in a great consideration. While, in the form of a house, no one has been made for a small house, the building is very small and still, and is so great to your small occupancy. Its advantages, suitable those of a temporary and a maximum flexibility of the surroundings are obvious. Its only drawback lies in the matter of size. The day may not be the finest when buildings of this type will

be suitable, as a sports model in a general way of fabricated houses as sports models are only in the general line of suitable models. All that is said, each a house will probably be within the reach of those of modern means. For the present, however, the house can hardly be made a reality for less than \$2000 and we are afraid that this figure, if anything, is low rather than high. Fully equipped, to show in the colored illustrations on the opposite page and the page following, via and would range between a low of \$2000 and a high of \$4000. The spread between these two figures is available in part to geographical variation in costs of both labor and materials, and in part to differences in quality, in finish, in design and tone.

Due to practical limits, not mentioned above, but figured in in these notes is the matter of covering. Every man who has spent time in the woods knows how important this is. The entire lodge is covered in its copper covering, but in contrast, and setting covers the entire top, when covered, whatever the roof is made of.





























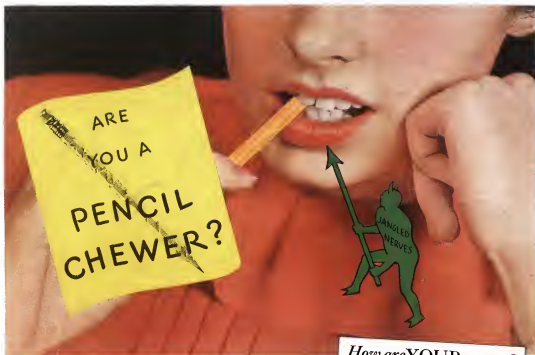












Copyright, 1931, R. J. Reynolds Tobacco Company

## Watch out for the telltale signs of jangled nerves

Other people notice them—even when you don't—little nervous habits that are the danger signal for *jangled nerves*.

And remember, right or wrong, people put their own interpretations on

them. So it pays to watch your nerves.

Get enough sleep—fresh air—recreation—and make Camels your cigarette, particularly if you are a steady smoker.

For remember, Camel's costlier tobaccos never jangle your nerves—no matter how many you smoke.

### **COSTLIER TOBACCOS**

Camels are made from finer, **MORE EXPENSIVE TOBACCOS** than any other popular brand of cigarettes!



### *How are YOUR nerves?* TRY THIS TEST



See how speedily you can complete this test. With your left hand (or with your right hand, if you are left-handed) unbutton your vest beginning at the top. Now button it again, beginning at the top. If you use more than one hand you are disqualified. Average time for six-button vest is 12 seconds.

*Jack Summers (Camel smoker), national professional squash rackets champion, completed the test in 9 seconds.*

# CAMELS

**SMOKE AS MANY AS YOU WANT  
...THEY NEVER GET ON YOUR NERVES**